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★ MAY 7 1928 ★
U.S. Department of Agriculture



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Jelle Roog Flower Bulb Specialist Consideration and Eallan

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VIVIAN MAE WILSON

# Jelle Roos Flower Bulb Specialist Concord, Mass.

# A Message to Gladiolus Lovers:



HE Gladiolus is now a great factor in any gardening scheme, and the demand is greater each year. The remarkable gain in popularity which this wonderful flower has made in re-cent years is due in a large measure to the appreciation it has won in the minds of

flower-loving people, as a cut flower and as a garden flower. The easy culture appeals to all and there is no other flower that gives such a limitless array of color and shade of colors.

You cannot get any plants more profuse in worthwhile bloom, nor can you find any flowers superior for cutting. Spikes placed in water will bloom for weeks at a time, while those in the garden will flourish over a long period.

#### INSTRUCTIONS FOR PLANTING GLADIOLUS BULBS

Gladioli are very easy to grow and will do well in almost any ordinary garden soil. If planted in the richest place of garden and given plenty of sun and moisture, they will, however, repay you with extra-large blooms and gorgeous colors.

To obtain a continuation of blooms during the greatest part of the season, it is advisable to plant at intervals of ten days, from the middle of April until the end of June.

Plant the bulbs 4 inches deep in heavy soil and 5 or 6 inches deep in light soil. To get your soil in good condition it will be necessary to spade deep and pulverize thoroughly. It is preferable to work in stable manure in the fall if possible. If not, it is advisable to use fertilizer or bone meal in the spring, such as is used for growing potatoes, being careful to mix the fertilizer well with the soil so that the bulbs will not come in direct contact with it.

Many people make the mistake of planting the bulbs too shallow, making it necessary to stake or tie up the flowers during the blooming time. This will not be necessary if my

instructions for deep planting are followed.

I shall also be glad to furnish you with any other information you may require to grow Gladioli successfully.

#### TO OWNERS OF COUNTRY HOMES

Names and addresses of competent superintendents and gardeners, wishing to obtain positions, are kept on file at my office. You are invited to use these records in securing a man whose references bear a thorough investigation.

There are no charges connected with this service.

#### PLEASE NOTE

All bulbs offered in this catalog are of excellent quality and will produce blooms the first season.

**Remittance**. May be made by Express Money Order,

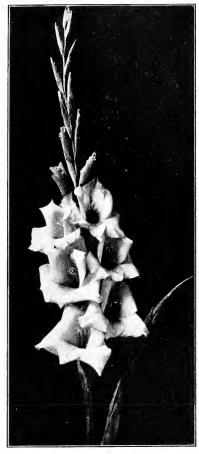
P.O. Money Order, check or cash.

**Terms.** All orders accompanied by remittance will be sent PREPAID. Thirty days' credit will be allowed to customers of approved financial standing.

#### PLACE YOUR ORDER EARLY

It is to your advantage and to mine to place your order as soon as possible after receiving this catalog. Please state whether you want the bulbs sent to you at once or at the proper time for planting. All orders received before March 1 will be held until time for planting when all danger of freezing in transit has passed, unless immediate shipment is desired; in which case the bulbs will travel at purchaser's risk against frost.

> JELLE ROOS Flower Bulb Specialist CONCORD, MASS.



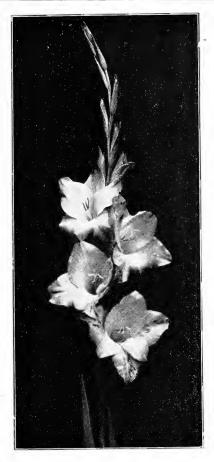
Gold

# NAMED GLADIOLI

Six bulbs will be sold at one-half the price of a dozen, twenty-five at one-fourth the price of a hundred

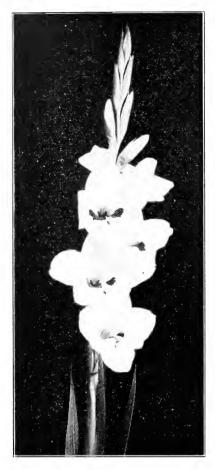
ì	ach	D	oz.	10	0
Albania. Pure glistening white					
flower, with finely ruffled edges\$0	20	\$2	00	\$15	00
America. Beautiful soft lavender-					
pink; very large flowers	05		45	3	50
Anna Eberius. Dark velvety purple					
rose, very distinct	18	1	75	12	50
Arizona. Fine dark pink with ma-					
roon markings on lower petals	08		80	6	00
Baron Joseph Hulot. Deep violet					
blue	18	1	75	12	50
Blue-Jay. Beautiful pale blue, with					
white blotch; a very distinctive					
variety	25	2	50	20	00
Byron L. Smith. Most refined lav-					
ender-pink on white ground. Color					
equal to a very choice cattleya					
orchid	20	2	00	15	00

	Ea	ch	$\mathbf{D}_{i}$	oz.	10	0
Captain Boynton. One of the finest lavender colors in existence. Small dark spot on lower petals	<b>\$</b> 0	50	\$5	00	\$40	00
throat slightly penciled lilac, almost self, stem tall, slender, and wiry, always straight. Excellent for cutting		25	2	50	20	00
pink with throat markings of American Beauty	1	00	10	00		
lavender markings in throat; very early		07		70	5	00
spot with yellow center		15	1	50	10	00
spotted with yellow and maroon  Crimson Glow. Perfect scarlet of a deep tone. Very large open flowers		06		60	4	00
of the finest form		18	1	75	12	50
Diana. Very handsome red, early		20	2		15	
<b>Distinction.</b> Very dark wine-red. <b>Dorothy McKibbon.</b> Bright pink around outer edge, blending to pure		15	1	50	10	00
appleblossom throat. Ruffled <b>Dr. Elkins.</b> A true sport from "Mrs. Frank Pendleton." Same large and showy flower, but the original rose pink has changed to a white and the large throat blotches to a fine		10	1	00	7	50
shade of lilac blue. A distinct and classy flower and a decided acquisition.  Dr. F. E. Bennett. Peach red, overlaid with flame scarlet, throat speckled with ruby and white.		35	3	50	25	00
Very attractive		75	7	50		
Dr. R. T. Jackson. Dark velvety red Duchesse of York. Beautiful violet blue flowers well placed on erect,		20		00	15	00
strong stems		25	2	50	20	00
straight spike. Blooms very early.  Early Snowflake. White, delicately tinted and flaked rose with tinge of		15	1	50	10	00
yellow in throat, blended with deli- cate rose feathering on rear half of						
lower petals Early Sunrise. Salmon, very large		10	1	00	7	50
flowers. Earlier than Halley		18	1	75	12	50
E. J. Shaylor. Beautiful, pure deep rose-pink. Very choice, ruffled		15	1	50	10	00
<b>Empress of India.</b> Rich deep purplish red, with white markings on						
lower petals		15	1	50	10	00
center		15 18	1 1	50 75		00 50
pink with red center, strong grower. Ruffled		15	1	50	10	00



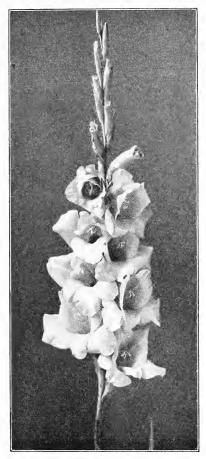
Giant Nymph

1	Each	D	oz.	100	0
Giant Nymph. A giant in growth					
and flowers. Light rose pink with					•
creamy yellow throat \$0	) 25	\$2	50	\$20	00
Glory of Holland. A pure white					
with anthers of delicate lavender.	08		80	6	00
<b>Gold.</b> Pure golden yellow, throat a					
shade deeper, slightly dotted and					
streaked, almost self-color. Large					
flowers, many open at one time and					
perfectly placed. A grand variety	25	2	50	20	00
Golden Measure. Very large dark					
yellow. One of the best yellow va-					
rieties. Tall and graceful	20	2	00	15	00
Gretchen Zang. Very beautiful					
soft melting shade of pink, blend-					
ing into scarlet on lower petals	10	1	00	7	50
Halley. Delicate salmon-pink, with		_			
creamy blotch; an attractive early-					
blooming variety; very popular	06		60	4	00
biodining variety, very popular	50		-0	-	-0



Henry C. Goehl

	Each	D	oz.	100	0
Henry C. Goehl. Large white, slightly flushed pink with deep					
crimson blotch on lower petals	80 50	<b>\$</b> 5	00	\$40	00
Herada. Pure mauve, glistening					
and clear, with deeper markings					
in throat	10	1	00	7	50
Jack London. Light salmon, orange					
flame stripes. Bloom well placed					
and many open	20	2	00	15	00
Jenny Lind. Pure, soft apricot pink,					
throat pale yellow, the two colors					
blending to perfection. Many					
blooms open at one time. An ex-					
ceedingly refined and attractive					
variety	35	3	50	25	00
Joe Coleman. Very bright red, car-					
mine blotch, ruffled, very attrac-					
tive	18	1	75	12	50



Jenny Lind

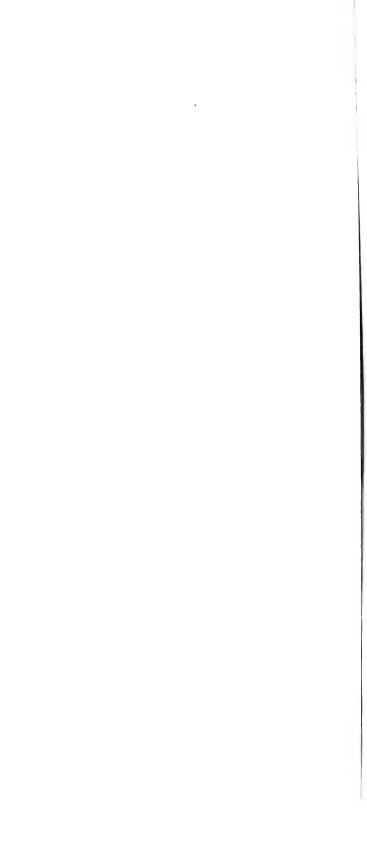
	Each	D	oz.	100	)
Joerg's White. Pure glistening snow					
white. Lower petal shades to					
creamy yellow in throat with light					
crimson veinings. Very large and					
handsome	31 25	\$12	00		
Kirchhoff's Violet. Very handsome			_		
dark blue		Sold	Ou	t	
Kunderdi Glory. Beautiful creamy					
apricot, with light tint of pink;					
crimson stripe centering each pet-					
al; ruffled	15	1	50	\$10	00
Le Marechal Foch (Dutch variety).					
Beautiful shade of light pink. One					
of the largest gladioli in the world.					
Blooms very early	08	;	80	6	00
<b>Lily White.</b> Pure white, lower petals				_	
cream shaded: very early	10			7	
L'Immaculee. Pure white	18	3 1	75	12	50

	Each	Doz.	100
Longfellow. La France pink. A pleasing color. Many large, wide open flowers on tall slender wiry stem Louise. The lavender queen of the	<b>\$</b> 0 50	\$5 00	)
Gladioli. Velvety maroon blotch toward the center. Large flowers of good form	18	1 75	5 \$12 50
salmon-pink with small red mark in throat. Large flowers. Slightly ruffled	20	2 00	15 00
Mary Fennell. Beautiful light lavender; lower petals penciled with primrose-yellow; perfectly exquisite and distinct; especially recom-			
mended	15	1 50	10 00
white  Meadowvale. White, penciled with	18	1 75	5 12 50
crimson on lower petals  Miss Helen Franklin. Pure white with violet markings on the lower	06	60	4 00
petals. (Ruffled)	10	1 00	7 50
open at one time	18	1 75	5 12 50
Mrs. (Dr.) Norton. White, edges suffused soft La France pink; low-	20	2 00	15 00
er petals have a blotch of sulphur- yellow and are speckled at base with Tyrian rose	18	1 75	5 12 50
Wonderful wide-open blooms. Strong, sturdy and vigorous Mrs. Francis King. Salmon-red Mrs. Frank Pendelton. Flowers	3 50 05	45	5 3 50
very large, of a lovely flushed sal- mon-pink, with a brilliant carmine blotch on throat, presenting a vivid	10	1 00	7 50
contrast  Mrs. Frederick C. Peters. Beautiful shade of rose lilac, with crimson blotch bordered white on lower segment; resembling an orchid in color. Flowers of large size and	10	1 00	7 50
many open at one time on a strong stem	25	2 50	20 00
nicely on spike	10	1 00	7 50
ruffled	20	2 00	15 00
lemon lip slightly speckled ruby  Mr. Mark. Light-blue with darker	40	4 00	30 00
spot	15	1 50	10 00

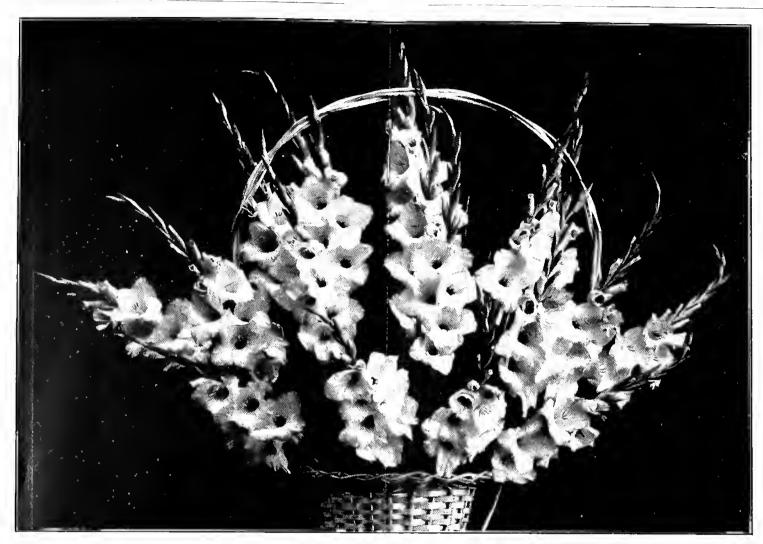


Marshal Foch (K)

I	Each	D	oz.	10	0
Mr. W. H. Phipps. Beautiful flesh					
pink with about 20 blooms to a					
spike\$1	. 00	\$10	00		
Mrs. Watt. Deep brilliant wine					
color	08		80	\$6	00
Mrs. Wm. E. Clark. Salmon pink					
with a beautiful blotch. Very					
attractive	25	2	00	20	00
Muriel. Extra fine light blue with					
darker spot	25	2	50	20	00
Myrtle. A most beautiful shell-					
pink, lightly penciled with rose	15	1	50	10	00
Niagara. Delicate cream, blending					
to a canary-yellow, throat splashed					
with carmine	08		80	6	00
Orange Glory. Very rich orange					
color, with beautiful lighter throat:					
very distinct. (Ruffled)	10	1	00	7	50
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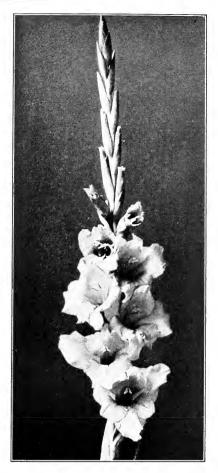


Basket of Vivian Mac Wilson

# NAMED GLADIOLI — continued

	Each	Doz.	100	
Panama. Magnificent pale pink;				
very beautiful\$6	0 08	<b>\$0</b> 80	\$6 00	
<b>Peace.</b> Giant white, with a delicate				
lilac feathering on the lower petals	07	75	5 50	
Persia. Very beautiful dark red	35	3 50	25 00	
Pink Wonder. Large, pointed				
flower of clear pink; good spike	20	2 00	15 00	
Pollyanna. Clear, rich, golden		_ 00	10 00	
yellow, almost self. Blooms me-				
dium size. Many open at one time				
and always perfectly placed. Fine				
wavy petals. A very beautiful				
yellow	20	2 00	15 00	
Pride of Goshen. Pale salmon-pink.	20	2 00	13 00	
Large blossoms, ruffled petals	15	1 50	10 00	
Pride of Hillegom. Deep rich scar-	15	1 30	10 00	
let with lighter throat, light lines				
in center of lower petals	15	1 50	10.00	
Prince of Wales Fire and the	13	1 30	10 00	
Prince of Wales. Fine orange; va-	10	1 00	7 50	
riety of great merit	10	1 00	7 50	
Princepine. Carmine-red, with	0.0	00	c 00	
large white blotch	08	80	6 00	

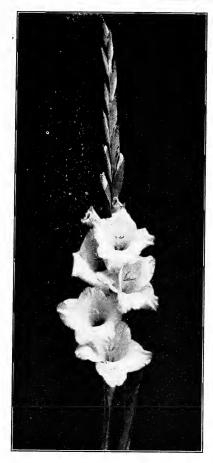
Princeps. Brilliant scarlet, with Each	Doz.	100
broad white blotches across lower petals\$0 10  Purple Glory. Ruffled, velvet	\$1 00	\$7 50
purple Glory. Ruffled, velvet purple, large flowers 25	2 50	20 00
Red Canna. Bright scarlet. Wide open flowers on strong sturdy stalk 15	1 50	10 00
Remembrance. Geranium pink to	1 50	10 00
rose doree at outer petals, with throat blotched pomegranate pur-		
ple	2 00	15 00
pink with a slight sprinkling of		
ruby on creamy yellow centre 35 <b>Romance.</b> Orange salmon rose, red	3 50	25 00
and yellow throat. Very lasting. 15	1 50	10 00
Rose Glory. Ruffled flowers of pure rose pink	2 00	15 00
Roem Van Kennemerland. Deep pink with creamy throat, very		
large flowers	80	6 00
<b>1910 Rose.</b> Pure rose pink of extra fine shade. Narrow white central		
line on lower petals	1 00	7 50



Pollyanna

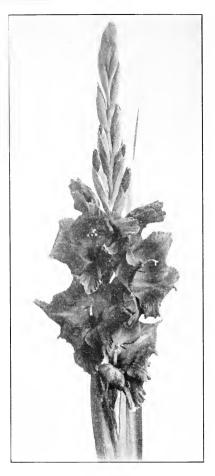
### ${\bf NAMED\ GLADIOLI-} continued$

_					
	ach	D	oz.	1	00
Rose Ash. A grand novelty named					
Rose Ash by reason of its distinc-					
tive combination of old rose tones					
and ashes of roses\$0	18	\$1	75	\$12	50
	10	ĢΙ	13	912	50
Rosenel. Large amaranth purple					
shading to Tyrian pink in throat,					
deep carmine tongue. Very distinct	35	3	50	25	00
Scarlano. Light, bright orange-red.					
			~ ~	40	~~
Fine spike and flower, finely ruffled	15	1	50	10	00
Scarlet Princeps. Large spike of					
massive crimson-scarlet flowers, 5					
to 6 open at one time	18	1	75	12	50
	10	1	13	14	50
Schwaben. Pure canary-yellow,					
shading to a soft sulphur-yellow	08		80	6	00
Snowdrift. Pure white sport of		_			
America	20	2	00	15	00



Vivian Mae Wilson
NAMED GLADIOLI — continued

NAMED GLADIOLI — co	ontin	иеа			
E	Cach	D	oz.	10	00
Sidney Plummer. Beautiful soft					
yellow, suffused pink. Rich amber					
lip, amaranth purple tongue					
Large blooms, slightly ruffled \$0	25	\$2	50	\$20	00
Sunnymede. Orange yellow with					
beautiful blotch. Very choice	50	5	00	40	00
Theda Bara. White, feathered light					
pink, throat flushed rose on amber-					
white. Large flowers with wavy					
edges on petals	15	1	50	10	00
Twilight. Creamy white, finely		_			
ruffled	20	2	00	15	00
Vivian Mae Wilson. Blush pink,	20	-	00	10	00
suffused salmon with delicate					
lemon yellow throat. One of the					
daintiest Gladioli in existence 3	00	30	በበ		
War. Deep red of brilliant color,	00	50	00		
extra-large open flowers	18	1	75	12	50
White Glory. Ruffled; a gorgeous	10	1	13	12	50
pure white, with beautiful iris-	20	2	00	1.5	00
blue throat	20	2	00	15	UU



Purple Glory

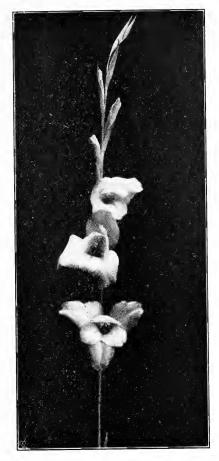
	ach	D	oz.	10	0
White Wonder. Magnificent large pure white flowers\$0	20	\$2	00	\$15	00
Wilbrink. Lovely flesh-pink, with					
creamy blotch on lower petals;					
very beautiful	08	0	80	6	00
Yellow Hammer. Pure yellow with				_	
a very small red mark in throat	10	1	00	7	50

#### MIXTURES

A Very Fine Mixture, containing several of the best varieties, accidentally mixed in the handling and growing. 4 cts. each, 45 cts. per doz., \$3.00 per 100.

Exhibition Mixture, consisting of high-grade varieties, selected very carefully with the purpose of securing a well-

balanced combination of colors. 5 cts. each, 50 cts. per doz., \$4.00 per 100.



Ethelyn

#### NAMED VARIETIES OF PRIMULINUS TYPE

Not enough can be said about these beautiful strains of Gladioli. The flowers are very graceful, having retained all the daintiness of their Primulinus parents, even to the hood formed by the drooping of the upper petal. No other race of Gladioli contains such varied and beautiful tints of yellow, orange, saffron, and pink. The stems are slender but strong and tall. One bulb will often produce several flower spikes, thereby prolonging the flowering season considerably. They are especially fine for dainty decorations.

The following is a choice selection from some of the very distinct new strains.

	Each	D	oz.	100	0
Alice Tiplady. A grand, large Prim-					
ulinus of most beautiful orange					
saffron color. Very choice\$	0 15	\$1	50	\$10	00
Angola. Large salmon pink with					
beautiful throat	15	1	50	10	00

#### PRIMULINUS TYPE — continued

Arlon. Large petaled flower of light	Each	Doz.		100	
salmon. Very showy	30 15 15		50 50	\$10 10	00 00
pink with light throat, slightly ruffled	15	1	50	10	00
Ethelyn. Orange, yellow. Very striking	50	5	00	40	00
blotch. Tall, graceful spike	20	2	00	15	00
Maiden's Blush. Enchantress pink, well shaped flowers on slim spike. Miranda. Large Primulinus type,	15	1	50	10	00
producing 3 to 4 flower spikes from every bulb; color, fine canary yel- low, slightly striped with carmine					
rose	07		60	4	00
Hybrid, deep salmon over yellow ground	18	1	75	12	00
ange, large open flowers. New and very fine	35	3	50	25	00
rich, yellow Prim. X. K. Glory. Very fine	18	1	75	12	00
ered Primulinus. Deep salmon, rich salmon yellow throat	18	1	75	12	00
Souvenir. Beautiful, rich canary- yellow; tall, graceful spike	18	1	75	12	00
Splendid Mixture, containing named varieties of Primulinus Types. Many bulbs of the abovenamed sorts will be found in this mixture.  Artistic Mixture, containing some named varieties and seedlings of Primulinus Hybrids. This mix-	10	1	00	7	50
ture covers a wide range of colors and tints	07		60	4	00



	Εa	ich
Amun Ra (Decorative). Immense blooms of cop-		
per and orange shading to gold and amber \$	51	00
Bashful Giant (Decorative). Apricot with orange shading		
shading		75
Bob Pleuse (Hybrid Cactus). Deep crimson, tipped white, very attractive	4	50
Day Wilson (December)	1	50
<b>Ben Wilson (Decorative).</b> Orange-red, tipped yellow. Exceptionally fine for exhibition	1	00
Bonnie Brae (Decorative). Cream shaded blush	1	vv
pink very large		80
pink, very large		00
pagne varying to chamois. One of the largest		
dahlias grown	1	50
pagne varying to chamois. One of the largest dahlias grown		
produced abundantly on long stems		50
Ellinor Vanderveer (Decorative). Rich, glowing		
satiny rose pink. Flowers of great depth held on	_	
long strong stems	2	50
Elsa Bonnell (Hybrid Cactus). Deep velvety ma-		7 -
roon. Very large on long stems		75
Frank A. Walker (Decorative). Charming shade		35
of lavender-pink		33
good form long stems		35
Henry Lindburst (Show) Scarlet blooms freely		00
Henry Lindhurst (Show). Scarlet blooms freely produced on graceful stems.		50
Jack Rose (Decorative). Identical in color with		
the rose of this name		25
Jersey Beauty (Decorative). A large well-formed		
flower and a particularly soft and pleasing color,		
flower and a particularly soft and pleasing color, being creamy ground and suffused delicate salmon		
pink	2	00
Jersey Jewell (Decorative). Very large, long		
petaled flower of a beautiful mellow pink, fine	_	
stems	2	50
of the American Beauty rose horne on stores of		
of the American Beauty rose, borne on stems of	1	00
great length	1	00
color with unusual keeping qualities when cut.		
Flowers freely on long wiry stems	1	00
Libelle (Cactus). Clear deep rose purple		25
faint violet	1	50
faint violet		
true pink, center intensified and suffused with		
Mina Burgle (Decorative). Brilliant glowing scar-		
let. Flowers borne on long, wiry stems well above		50
Mr. Alex Woldie (Decorative) A large well		50
foliage		
color, being creamy ground and suffused delicate		
salmon pink		75
salmon pink		
pink, long stems, ideal cut flower		75
Mrs. I. De Ver Warner (Decorative). Deep mauve		
pink of perfect form, impressive for its very large		7=
Mrs. John T. Scheepers (Decorative). Upon		75
opening the flowers are clear canary yellow, which		
is gradually changed to a beautiful delicate shade		
of pink suffusion on the outer petals. Very large		
and handsome	1	25

#### NAMED DAHLIAS — continued

	La	ıcn
Oregon Beauty (Decorative). Intense Oriental red with golden sheen and garnet suffusion. A		
splendid garden variety	80	50
splendid garden variety	ψO	00
pleasing shade of orange-buff slightly tinged Ney-		
ron rose	1	00
<b>Pierrot</b> ( <b>Incurved Cactus</b> ). Long tubular petals		
of a deep amber, or orange-buff, occasionally showing white tips. Very striking		
showing white tips. Very striking		75
Paul Michael (Decorative). A rich gold without any shading on long stems. A perfect giant		
any shading on long stems. A perfect giant		75
Polar Snow (Decorative). One of the best whites		
ever introduced. A very free bloomer, of great	_	=0
size on strong stems, a snowy white	2	50
Pride of California (Decorative). Huge crimson		~ -
red flowers on long straight stems		75
<b>Purity</b> (Cactus). Pure glistening white of sterling quality. Early, continuous and abundant bloomer		50
Queen Mary (Decorative). A clear silvery pink.		30
Large flowers on long stems		50
Radio (Decorative). Lavender and old gold suf-		50
fused. Large flowers on strong stems. Very hand-		
some	2	50
Robert Treat (Decorative). Clear American	-	50
Beauty Rose color	2	50
Rose Nell (Decorative). Clear bright rose on long		-
stems		75
Sanhicans Ruby (Decorative). Deep shade of		
pigeon blood. Giant blooms held aloft on strong		
stems	1	50
Sequoia Gigantea (Decorative). A large yellow		
with good stem and strong growth		75
Shudow's Lavender (Decorative). Huge blooms		
of a beautiful silvery lavender, shaded slightly to		
white	2	00
Shower of Gold (Hybrid Cactus). Brilliant yel-		
low, deepening to soft apricot towards center.		
Petals slightly fluted. Free bloomer	1	00
Storm King (Show). Most reliable white show		
dahlia. Pure white flowers produced on long		25
stems		25
The Bride (Single). Beautiful large white with	1	25
large yellow centre. Very handsome	1	23
Tommy Atkins (Decorative). A rich golden scar- let. A color that glistens in the sunshine. Giant		
in size	1	50
in size	1	50
purple		25
World's Best White (Decorative). Very large		
blossom and very deep. Ivory white. Fine for		
exhibition	2	00





